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UNIVERSITY OF
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Institute of Agriculture & Natural Resources
Department of Agricultural Economics
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Nebraska NAMA Big XII Champs!

The University of Nebraska-Lincoln National Agri-Marketing Association (NAMA) Marketing Team brought home the Big XII Championship as a national finalist at the 2009 NAMA Annual Conference held April 14-17 in Atlanta, Georgia.

In addition to the success of the marketing team, the Nebraska NAMA student chapter continued its winning tradition by being recognized for their leadership, inside and outside of the classroom. The chapter earned fourth place in the national NAMA John Deere Award competition, which evaluates each chapter's overall activity, success in national competition and leadership on campus. Nebraska NAMA members were also awarded three of the ten scholarships that are given at the national conference each year. Bret Herndon was awarded the \$1,000 Collet McVoy/New Holland Scholarship, and Ellen Leibbrandt and Laura Witte each received \$1,000 Agri-Business Educational Foundation (ABEF) Scholarships.

The National Agri-Marketing Association is comprised of over 25 chapters in six regions nationwide, and has more than 3,500 professional and student members. NAMA professionals have backgrounds in advertising, marketing, media and other areas of agribusiness. Over 30 student chapters participated in the 2009 marketing competition at the annual conference and trade show, and over 315 student members attended the conference.

For many members, the marketing competition is the highlight of the year, and a culmination of eight months of preparation. Beginning in September of 2008, UNL's marketing team selected a product,

Market Report	Yr Ago	4 Wks Ago	5/1/09
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight.	\$93.28	\$84.76	\$86.29
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb.	125.21	113.00	119.89
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb.	104.75	94.86	102.66
Choice Boxed Beef, 600-750 lb. Carcass.	154.85	135.20	151.00
Western Corn Belt Base Hog Price Carcass, Negotiated.	72.59	56.82	53.90
Feeder Pigs, National Direct 50 lbs, FOB.	46.90	70.00	65.00
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean.	74.21	56.49	57.43
Slaughter Lambs, Ch. & Pr., Heavy, Wooled, South Dakota, Direct.	*	97.75	112.25
National Carcass Lamb Cutout, FOB.	251.87	249.90	244.55
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu.	8.01	5.30	5.35
Corn, No. 2, Yellow Omaha, bu.	5.74	3.93	4.02
Soybeans, No. 1, Yellow Omaha, bu.	12.53	9.77	10.78
Grain Sorghum, No. 2, Yellow Dorchester, cwt.	9.75	6.02	6.02
Oats, No. 2, Heavy Minneapolis, MN, bu.	4.01	2.04	2.12
<u>Feed</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.	*	190.00	190.00
Alfalfa, Large Rounds, Good Platte Valley, ton.	77.50	77.50	77.50
Grass Hay, Large Rounds, Premium Nebraska, ton.	*	85.00	85.00
Dried Distillers Grains, 10% Moisture, Nebraska Average.	177.00	129.50	143.00
Wet Distillers Grains, 65-70% Moisture, Nebraska Average.	66.00	49.25	51.75
*No Market			



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conducted market research, designed a marketing plan and developed a presentation to take to national competition. Last year's marketing team made it to the semi-finals of the Student NAMA Team Marketing contest for the first time in nine years.

This year, the Nebraska team took on the challenge of developing and marketing a new food product concept for the 2009 marketing competition. It marketed "Max PB TRAX," a uniquely-formulated, non-sticky, nutritional and fun peanut butter snack designed to give families a healthy snack food option for their children. As you might imagine, having a peanut butter product (chosen in the fall), gave the team some very real world challenges in light of the first-of-the-year peanut butter product recalls.

The marketing plan competition at national level requires that teams submit a written plan at least a month prior to competition. First round judges review written marketing plans prior to teams presenting. Preliminary and semi-final rounds are held on the first day of competition, with six flights of five to six teams competing in the first round, and two teams from each flight moving to semi-finals. Nebraska's team moved to the second round with many positive comments from the first round judges. Second round judges do not see written plans, so teams are judged strictly on their presentation, visual displays and/or media packets prepared by the team. The six teams who make the final round are announced on the evening of the first day of competition, and the final round is held in the afternoon of the second day. The six teams that advanced to finals were Florida, Nebraska, Wisconsin-Madison, Purdue, Ohio State, and North Dakota State. While Nebraska was not one of the top three teams that received awards, it was an exciting achievement for this year's team. Members of the Nebraska team who traveled to Atlanta and presented were Bret Herndon (Gothenburg), Stefanie Graff (Omaha), Brenda Walla (Valparaiso), Cassidy Robinson (Elm Creek), Laura Witte (Scribner), Ellen



NAMA Team Members: (top, l to r) Laura Witte, Andrea Seidel, Cassidy Robinson, Karoline Kastanek; (bottom, l to r) Bret Herndon, Brenda Walla, Ellen Leibbrandt and Stefanie Graff

Leibbrandt (Imperial), Karoline Kastanek (Wilber), and Andrea Seidel (Burwell).

For those undergraduate students who choose to get involved, NAMA presents amazing opportunities. Through networking with professionals in NAMA, students can discover a diverse range of career opportunities available in agricultural marketing and make valuable personal contacts. Students also have the opportunity to develop leadership, communication and presentation skills through the organization. The UNL Student NAMA Chapter is proud of its accomplishments this year and is looking forward to another successful year in 2009-2010.

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